

Thank you from Jessica Lall, President & CEO of CCA

**Subject:** Thank you from Jessica Lall, President & CEO of CCA  
**From:** "Central City Association" <toh@ccala.org>  
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**December 21, 2017**  
CCALA.org

**Thank you for contributing to our successful year!**

**As a CCA member, you are a part of a dynamic and diverse coalition of 400 businesses, trade associations and nonprofits that are working to enhance the vibrancy of Downtown Los Angeles (DTLA). We broadened our coalition this year and activated members to be partners in this vision.** While we continued to grow our traditional membership base of real estate firms and large employers, we brought in new members in the growing technology and creative industries. We worked with our cultural and educational institution members to help us define the future of a livable DTLA. We also proactively engaged with thought leaders and community partners -- like Business Improvement Districts, regional business organizations, Urban Land Institute, LA Cleantech Incubator, Friends of the LA River and LA Conservation Corps -- to collaborate and increase our effectiveness in advocating for a thriving DTLA.

**With the support of this growing coalition, we redefined our mission and set priorities on how we advocate for our DTLA vision and its role in the region. We used this focus, convening power and collaborative mindset and met regularly with policy makers and key stakeholders to achieve significant [legislative accomplishments](#).** These successes showcase the progress we are making in building a Downtown that is welcoming to all, including employers, tourists, families, singles and retirees.

**DTLA is at a defining moment of growth and close to realizing its full potential as a world-class destination. This robust transformation has caught the eyes of people from all over the world, and we have a rare opportunity to leverage this moment to showcase the merits of our city, the challenges we face and to be an urban leader.** We refreshed our events to inspire new ways of thinking and take advantage of DTLA's unique position as the city's ultimate testing ground for piloting innovative projects and policies. We enhanced our programming to bring in the brightest speakers and communicate our ideas to an influential audience. We also strengthened DTLA's civic fabric by creating Community Exchange Days to engage our members to learn about important DTLA stakeholders like Chrysalis and Skid Row Housing Trust.

**Thank you to all of our tremendous members, Board of Directors and staff for your dedication to building a vibrant DTLA and increasing investment in the region.** We look forward to seeing you at our [events and policy committee meetings](#) next year.

We wish you a happy and healthy holiday season!

Sincerely,  
Jessica Lall  
President & CEO

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Central City Association of Los Angeles

Enhancing DTLA's vibrancy and increasing investment in the region

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